

NETWORK UPDATE



Information and News from BlueChoice HealthPlan

September 20, 2008

MANAGING BACK PAIN

BlueChoice HealthPlan is pleased to introduce our new Great Expectations^{®†} *Back Care* program that is now available to members. We identify eligible members based on claims for physician visits, emergency room visits, and/or physical therapy visits for back pain diagnoses.

This free program provides members with useful information on back pain management, such as:

- A comprehensive brochure that offers tips on relieving back pain, as well as strengthening and stretching exercises to help prevent future problems.
- A Back Care Survey to complete and discuss with their doctors.
- Additional resources for further information and support.

Members who have chronic back pain may also be eligible for case management. Our experienced nurse case managers help members coordinate services, understand treatment options and make the most of their medical and pharmacy benefits.

Our goal is to support the physician's plan of care. We encourage you to refer your BlueChoice HealthPlan patients with acute or chronic back pain to this new program.

For more information, you or your patient may call 1-800-327-3183, ext. 25068, or visit our Web site at www.BlueChoiceSC.com and click on "Health and Wellness."

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